

## Message Text

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ACTION AF-08

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /046 W

-----210909Z 124968 /20

R 210721Z JAN 77

FM AMEMBASSY TANANARIVE

TO SECSTATE WASHDC 8797

USDOC WASHDC

INFO AMEMBASSY KINSHASA

AMEMBASSY BANGUI

UNCLAS TANANARIVE 0137

E.O. 11652: N/A

TAGS: BEXP, MA

SUBJECT: WOODWORKING EQUIPMENT CATALOG SHOW

1. SUMMARY. WOODWORKING EQUIPMENT CATALOG SHOW WAS SUCCESSFUL WITH 371 VISITORS IN TWO DAYS. END SUMMARY.

2. WOODWORKING EQUIPMENT CATALOG SHOW WAS HELD AT AMERICAN CULTURAL CENTER IN TANANARIVE JAN. 13-14, 1977. SHOW WAS FORMALLY OPENED JAN 18 BY CHARGE D'AFFAIRES GILBERT H. SHEINBAUM AND RAPHAEL RABE, DIRECTOR OF WATERS AND FORESTS, REPRESENTING THE MINISTER OF RURAL DEVELOPMENT AND AGRARIAN REFORM. ALSO PRESENT FOR OPENING WERE SECRETARY GENERAL CHAMBER OF COMMERCE HUBERT RATSIANDAVANA, INDUSTRY TECHNICAL REPRESENTATIVE J.A. ALTMAN, SEVERAL EMBASSY AND MALAGASY OFFICIALS AND A NUMBER OF MALAGASY BUSINESSMEN.

3. SHOW ATTENDED BY 371 VISITORS REPRESENTING 101 DIFFERENT BUSINESSES, GOVERNMENT AGENCIES, PRIVATE FORESTERS, AND OTHERS. OVER 500 TRADE LEADS WERE DEVELOPED FROM THE 119 REGISTERED VISITORS WHO RETURNED FORMS REQUESTING MORE INFORMATION ON SPECIFIC PRODUCTS. APPROXIMATELY 100 STUDENTS AND CASUAL VISITORS ALSO REQUESTED INFORMATION. SEVERAL VISITORS CAME IN GROUPS, UNCLASSIFIED

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INCLUDING 50 FOREST ENGINEERS FROM THE DIRECTORATE OF WATERS AND FORESTS, & 15 OFFICIALS FROM THE DIRECTORATE OF FOREST RESEARCH IN THE MINISTRY OF SCIENTIFIC RESEARCH. ALL 70 AMERICAN FIRMS PARTICIPATING IN SHOW RECEIVED TRADE INQUIRIES.

4. SHOW RECEIVED EXTENSIVE AND EXCELLENT PUBLICITY IN LOCAL MEDIA, INCLUDING LARGE ARTICLES IN MADAGASCAR'S THREE LEADING DAILIES,

AND SEVERAL ANNOUNCEMENTS WERE BROADCAST BY RADIO MADAGASCAR. SHOW VERY WELL RECEIVED BY MALAGASY GOVERNMENT & PRIVATE VISITORS WITH LARGE DISPLAY ROOM FREQUENTLY CROWDED. ALTMAN & INTERPRETER GIVEN VERY LITTLE OPPORTUNITY TO REST THROUGHOUT TWO DAY SHOW. ALL KEY FIRMS & GOVERNMENT AGENCIES IDENTIFIED BY EMBASSY ATTENDED SHOW, INCLUDING LEADING PRESENT AND POTENTIAL IMPORTERS OF WOODWORKING EQUIPMENT, LEADING WOODWORKING & TIMBER FIRMS, AND SEVERAL GOVERNMENT AGENCIES IN WOOD INDUSTRY AND FORESTRY SECTORS.

5. INDUSTRY REP ALTMAN WAS GREAT ASSET AND SHOW VISITORS CLEARLY WERE VERY INTERESTED IN HIS EXPLANATION OF US EQUIPMENT & TECHNOLOGY.

6. EVENING OF JAN. 13, CHARGE HOSTED A RECEPTION IN THE EXPOSITION ROOM, ATTENDED BY 65 SENIOR GOVERNMENT & INDUSTRY OFFICIALS.

7. EMBASSY JUDGES SHOW A GRAND SUCCESS DUE TO GOOD CHOICE OF THEME, EXCELLENT COOPERATION FROM STAFF OF CULTURAL CENTER & CAREFUL PLANNING BY USDOC.

8. ALTHOUGH CABINET WAS NOT REPRESENTED, EMBASSY WAS PLEASED WITH ATTENDANCE OF GDRM OFFICIALS AND COVERAGE GIVEN BY GDRM MEDIA (RADIO AND "MADAGASCAR PRESSE"), FIRST SIGNIFICANT COVERAGE BY EITHER SINCE PRESENT GOVERNMENT TOOK OFFICE IN JUNE 1975.

9. AIRGRAM REPORT FOLLOWS. SHEINBAUM

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## Message Attributes

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**Review Markings:**  
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